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INTERACTIVE TELEVISION PROGRAM GUIDE  
WITH ENHANCED USER INTERFACE

This application claims the benefit of Vogh  
et al. U.S. provisional patent application Serial No.  
60/156,111, filed September 24, 1999, Vogh et al. U.S.  
provisional patent application Serial No. 60/161,896,  
5 filed October 27, 1999, Moore et al. U.S. provisional  
patent application Serial No. 60/170,386, filed  
December 13, 1999, and Moore et al. provisional patent  
application Serial No. 60/202,302, filed May 5, 2000.

Background of the Invention

10 This invention relates to interactive  
television program guides, and more particularly, to  
interactive television program guides with enhanced  
user interfaces.

Interactive television program guides are  
15 well known. It is desirable to provide user interfaces  
for interactive television program guides that enhance  
the user's guidance experience. It is also desirable  
to include advertisements and e-commerce opportunities  
within program guides.

20 Summary of the Invention

These and other objects of the present  
invention are accomplished in accordance with the  
principles of the present invention by providing an  
interactive television program guide system having an  
25 enhanced user interface. The interface of the present